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## **Determination of the Number of Flights and Passengers, Promotion and Marketing, and Retail Availability of Aero and Non-Aero Targets at Raja Haji Fisabilillah Tanjung Pinang Airport**

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**Abstract:** The article on determining the number of flights and passengers, promotion and marketing and retail availability of aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport is a scientific literature review article within the scope of marketing management science. This article aims to create a hypothesis regarding the relationship between factors, which can then be used for further research in the field of human resource management. Descriptive qualitative research methodology was used in this research. The data used in this research comes from previous research which is still relevant to the current investigation. Data was collected from leading academic online platforms, including Publish or Perish, Google Scholar, digital reference books, and Sprott journals. The findings of this research are as follows: 1) The number of flights and passengers influences the aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport; 2) Promotion and Marketing influence aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport; and 3) Retail availability influences aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport.

**Keywords:** Aero and Non Aero Targets, Number of Flights and Passengers, Promotion and Marketing, & Retail Availability

### **INTRODUCTION**

This statement highlights the intricate difficulties associated with the management of an airport that integrates aviation, tourist, and regional economic dimensions. The city of Tanjung Pinang, situated in the Riau Islands, possesses significant potential as both a tourist attraction and a trading hub. Consequently, Raja Haji Fisabilillah Airport serves as the primary entrance point to access this region. In the present setting, the assessment of flight volume and passenger count holds paramount

importance in ascertaining the operational efficacy and economic impact of this airport on the neighboring region.

The determination of flight frequency is a crucial determinant in the optimization of airport capacity and the satisfaction of air transportation demand to and from Tanjung Pinang. The implementation of well-organized flight schedules is crucial in order to prevent airport overcapacity, which has the potential to disrupt operational efficiency. Additionally, it is essential to effectively address passenger mobility requirements. Nevertheless, while calculating the quantity of flights, it is crucial to include additional variables such as seasonality, travel patterns, and market demand, which might fluctuate over time. Hence, it is crucial to conduct meticulous study and promptly adapt to changes in the travel market dynamics in order for airports to effectively meet demand without encountering harmful imbalances.

In addition to the quantity of flights, the determination of the goal number of passengers also exerts a substantial influence on the operating strategy of the airport. Each increment in passenger volume necessitates a corresponding augmentation in service capacity, amenities, and security measures. In the present setting, it is necessary to conduct precise forecasts about the expansion of passenger figures, encompassing both immediate and extended timeframes. This projection encompasses both local and foreign passengers, which are crucial components of Tanjung Pinang's tourism potential and its surrounding areas. Through comprehending growth patterns and the determinants that impact them, airports can effectively distribute resources to cater to passenger demands and enhance the overall travel experience.

In addition to operational considerations, the implementation of promotional and marketing strategies plays a crucial role in attaining both aero and non-aero aims for airports. Efficient promotional strategies have the potential to not only enhance public knowledge regarding airport services and amenities, but also exert an impact on travel choices and airport preferences among service users. Hence, it is imperative to develop focused and innovative promotional strategies that effectively convey the enhanced benefits associated with selecting Raja Haji Fisabilillah Airport as the initial point of departure or trip destination. In the realm of marketing, it is imperative to engage in collaborative efforts with airlines, travel agencies, and other relevant stakeholders to guarantee the airport's comprehensive connection and accessibility through diverse flight routes.

In addition to this, the presence of retail amenities at airports can also have a substantial impact on non-aero income. Retail facilities, encompassing various establishments such as stores, restaurants, and other services, serve the dual purpose of offering convenience to passengers and potentially generating revenue for airports. Efficient retail management tactics encompass the careful selection of tenants, effective positioning, and captivating consumer experiences. To optimize profits from this non-aero market, it is crucial to collaborate with retail partners and have a comprehensive awareness of both local and international consumer tastes.

In general, the assessment of flight and passenger volumes, promotional and marketing tactics, and the accessibility of retail amenities at Raja Haji Fisabilillah Tanjung Pinang Airport are not distinct components of airport administration, but rather interconnected and mutually influential. The key to success for airports in attaining sustainable growth and making major contributions to the local economy and tourism lies in setting realistic and quantifiable targets, supported by detailed market analysis and integrated strategies. By adopting a comprehensive and environmentally conscious strategy, Raja Haji Fisabilillah Airport may effectively uphold its status as the primary access point for the advancement and progress of the Tanjung Pinang region and its environs.

Based on the background of the problem above, the problem formulation is determined as follows: 1) Does the number of flights and passengers affect the Aero and Non-Aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport?; 2) Does Promotion and Marketing influence Aero and

Non-Aero Targets at Raja Haji Fisabilillah Tanjung Pinang Airport?; and 3) Does Retail Availability affect the Aero and Non-Aero Targets at Raja Haji Fisabilillah Tanjung Pinang Airport?

## METHOD

Literature Examination In preparing the article, methodologies such as systematic literature review (SLR) and library research were used. The methods underwent qualitative evaluation, and their accessibility was verified through scientific web sources including Mendeley and Google Scholar. A systematic literature review (SLR) is a rigorous and methodical process that involves identifying, assessing, and examining all related research literature with the goal of answering a specific research question. When conducting qualitative analysis, it is important to apply the literature review consistently according to methodological assumptions. Investigative in nature, qualitative analysis is carried out primarily for this reason, (Ali, H., & Limakrisna, 2013).

## RESULTS AND DISCUSSION

### Result

The following are the research findings, considering the problem's context and formulation:

#### Aero and Non Aero Targets

In the context of airports, aero and non-aero targets pertain to the establishment of targets or objectives aimed at maximizing revenues from two primary segments: earnings generated from flight operations (aero) and earnings generated from airport services and facilities that are not directly associated with flight operations (non-aero). The establishment of this objective is a fundamental component of the airport management plan aimed at attaining an ideal financial equilibrium, enhancing the quality of services provided to passengers and tourists, and augmenting the airport's impact on the local and regional economy (Pambudi et al., 2022).

The indicators for aero and non aero targets are as follows: 1) The revenue derived from aircraft landing and parking fees at the airport is quantified by this indicator. The aforementioned money constitutes a component of aero revenue derived from direct flight operations conducted at the airport; 2) The indication in question pertains to the revenue generated from terminal facilities, encompassing various costs associated with services and amenities provided within the airport terminal, including terminal fees, security fees, and other related charges; 3) The revenue generated from rental services, including automobile rental, goods delivery services, and other airport-related services, is quantified by this metric. This revenue constitutes a component of non-aero revenue derived from supplementary services provided at the airport; and 4) The revenue generated from reclamation refers to the financial gains obtained by advertising, sponsorships, and various promotional activities conducted within the airport terminal. The aforementioned revenue constitutes a component of non-aero revenue derived from advertising and promotional activities conducted at the airport (Ricardianto et al., 2023).

Aero and non aero targets variables have been studied by previous researchers, among others: (Agustian et al., 2023), (N. A. Sari et al., 2018), (Karma, 2019), (N. A. Sari et al., 2018).

#### Number of Flights and Passengers

The measurement of an airport's activity and operational success relies on two crucial parameters: the quantity of flights and the number of passengers. They offer a comprehensive summary of the number of aircraft that arrive and depart at the airport, as well as the number of individuals utilizing aviation services via the airport. A comprehensive comprehension and thorough examination of these two variables holds significance in the assessment of airport efficacy, capacity

planning, and the identification of market patterns within the aviation sector. In general, the quantification of flights and passengers serves as a significant metric for assessing the operational efficacy of an airport. Thorough examination of these two variables facilitates the formulation of development strategies, the enhancement of operational efficiency, and the improvement of the overall user experience within airports. Hence, effective monitoring and comprehension of flight and passenger volumes play a crucial role in ensuring the prosperity and long-term viability of airport operations within the ever-evolving aviation sector (Ricardianto et al., 2021).

The indicators for number of flights and passengers are as follows: 1) The "Number of Flights" metric quantifies the aggregate count of flights that originate and terminate at an airport within a specified temporal interval. The quantity of flights provides insight into the level of activity in aviation operations at the airport. A rise in flight volume may suggest expansion in the aviation sector or enhanced airport connectivity with other locations; 2) The Total Number of Passengers is a metric that quantifies the overall count of individuals utilizing air transportation services at an airport within a specific timeframe, equivalent to the number of flights conducted. The passenger count encompasses those who are leaving, arriving, and passing through the airport. The rise in passenger volumes is frequently regarded as a favorable indicator for the expansion of the economy and the stimulation of tourism in regions that are served by airports; 3) The Average Passengers per aircraft metric quantifies the mean number of passengers present on each individual aircraft. The calculation of the average number of passengers each flight offers insights on both the aircraft's occupancy rate and the operational efficiency of the airline; and 4) Terminal Capacity Utilization: This metric quantifies the extent to which passengers utilize the airport terminal's capacity within a specific timeframe. Terminal capacity consumption indicates the extent to which airport facilities, including terminals, waiting rooms, and other amenities, are being utilized (Jaya Sakti et al., 2021).

Number of flights and passengers variables have been studied by previous researchers, among others: (Putra et al., 2020), (Waris et al., 2018), (Susanto & Jumawan, 2022),

### **Promotion and Marketing**

Airport promotion and marketing encompass a range of strategic approaches employed to enhance the visibility, garner interest, and broaden the clientele of an airport. It encompasses a range of actions aimed at acquainting the public with the airport, advertising the services provided, and establishing a favorable reputation and confidence among passengers and possible business associates. Efficient promotion and marketing have a significant impact on both consumer travel choices and airline decisions about flight routes and timetables. The significance of airport promotion and marketing extends beyond mere passenger augmentation, encompassing the potential to foster regional economic development and enhance the reputation of the city or region served by the airport. Airports possess the potential to exert a favorable influence on local tourist, trade, and investment sectors through the attraction of additional passengers and airlines. Hence, the promotion and marketing of airports encompass more than just augmenting direct revenue generated by passengers and airlines. It also entails fostering robust connections with local communities and maximizing the airport's impact on the economic and social development of the region it serves (Saputra & Sumantyo, 2022) & (Suryawan et al., 2024)

The indicators for promotion and marketing are as follows: 1) The measurement of airport reputation and image encompasses the assessment of public perception and opinion of the airport, encompassing aspects such as brand image, service reliability, and facility quality. The airport's reputation among passengers and the broader public can be evaluated by conducting surveys or market research; 2) Participation Rate in Promotional Events: This metric quantifies the number of individuals who engage in promotional events or activities orchestrated by the airport. This can be

quantified by assessing the event attendance, the footfall at airport promotional stands, or the degree of engagement with promotional materials distributed; 3) Brand Awareness Level: This metric quantifies the degree to which the intended audience acknowledges and retains knowledge of the airport brand. The level of familiarity with the airport's name, logo, and image can be assessed by means of surveys or market research; and 4) The campaign reach measurement is a metric used to assess the extent to which an airport marketing campaign has successfully reached its intended target demographic. This can be assessed using measures such as the ad impression count, social media impression count, or airport website visit count (Setyawati et al., 2020) & (Widiyanto et al., 2023).

Promotion and marketing variables have been studied by previous researchers, among others: (Saputra et al., 2023), (Prihartono & Ali, 2020), (Salim et al., 2023), (Syeha Rahmawati et al., 2023), (Novianty et al., 2021), (Yulihapsari et al., 2023), (Simarmata et al., 2019), (N. A. Sari et al., 2018), (Lustyana & Salsabila, 2020), (Majid et al., 2022), (Susanto & Setyawati, 2019), (Harahap et al., 2020), (Susanto et al., 2023), (Susanto, Suryawan, et al., 2021), (Susanto, Ricardianto, et al., 2021), (Setyawati et al., 2020), (Supardi et al., 2023), (Susanto et al., 2024).

### **Retail Availability**

Airport retail availability pertains to the existence and assortment of establishments, eateries, amenities, and other amenities situated within the airport terminal, with the objective of catering to the requirements and preferences of passengers and individuals visiting the airport. The retail industry encompasses a diverse range of establishments, including souvenir shops, apparel boutiques, jewelry stores, booksellers, electronics stores, restaurants, cafes, beauty services, body care facilities, and several more. The presence of airport retail offers a distinctive shopping and consumption experience within the airport setting, which often differs from shopping centers or retail areas located outside the airport. In general, the presence of retail services at airports has a crucial role in enhancing the overall passenger experience, fostering economic development, and bolstering the financial performance of airports. Airports enhance the comfort, efficiency, and appeal of their passengers and visitors by offering a diverse range of shops, restaurants, and services within the airport terminal. Hence, it is imperative for airports to persistently enhance and advance their retail accessibility as an integral component of their comprehensive development and marketing plan (Naim, 2022).

The indicators contained in retail availability are as follows: 1) The Retail Space Rental Revenue metric quantifies the financial gains derived from the leasing of physical space to commercial establishments and retail facilities within the airport premises. The aforementioned revenue is indicative of the efficacy of airport management in terms of tenant attraction and the efficient utilisation of retail space within the terminal; 2) The Store Occupancy Rate is a metric that quantifies the frequency at which retail stores located at airports are occupied by visitors or customers. The high occupancy rates of these shops suggest that they are able to attract a significant number of visitors and possess a strong allure to customers; 3) Traffic and Visitation Analysis: This metric quantifies the volume and demographic distribution of individuals visiting the retail section of the airport. The monitoring of traffic and visits plays a crucial role in assessing the popularity of retail businesses and offers valuable insights into consumer trends and browsing habits; and 4) Customer Retention Analysis: This metric quantifies the number of customers who revisit a retail store at the airport and make additional purchases. The examination of customer retention serves as a valuable tool for assessing the efficacy of retail establishments in maintaining their current client base and cultivating enduring relationships with them (Ali & Mappesona, 2016).



Retail availability variables have been studied by previous researchers, among others: (Ali & Mappesona, 2016), (Rarasati et al., 2016), (Naim, 2022), (Agarwal & Gowda, 2020), (N. A. Sari et al., 2018), (Ayodeji et al., 2023), (Pauwels et al., 2024).

### Previous Research

Based on the problem formulation and research results above, previous research was determined as follows:

**Table 1. Relevant Previous Research Results**

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic Hypothesis
1.	(Karma, 2019)	The number of flights, production management and airport facility investigation costs influence increasing revenue (aero and non-aero)	Effect of number of flights on aero and non-aero targets	The influence of production management and investment costs on increasing revenue (aero and non-aero)	H1
2.	(Agustian et al., 2023)	Social media promotion has an influence on non-aero businesses	The influence of social media on non-aero targets	The research locus was carried out at Sultan Hasanuddin Airport	H2
3.	(Naim, 2022)	Retail availability and retail management influence aero and non-aero targets as well as the ease of passengers finding products	The influence of retail availability on aero and non-aero targets	The influence of retail management on the ease of passengers finding products	H3

### Discussion

On the basis of the aforementioned findings and prior research, the following research discussion is formulated:

#### **1. The Influence of the Number of Flights and Passengers on Aero and Non-Aero Targets at Raja Haji Fisabilillah Tanjung Pinang Airport**

The correlation between the quantity of flights and passengers and the achievement of aero and non-aero objectives at Raja Haji Fisabilillah Tanjung Pinang Airport holds considerable importance in the assessment of the airport's overall income and performance. The quantity of flights, encompassing both the overall count of flights landing and departing at an airport, exerts a direct influence on aero income by means of aircraft landing and parking charges. The cash gained from aircraft landing and parking fees increases proportionally with the number of flights, as each trip incurs a price for utilising airport services. Furthermore, a substantial volume of flights may also indicate a heightened degree of operational engagement, thereby augmenting the productivity of the terminal facility and producing supplementary income from the establishment.

Furthermore, the overall passenger count utilising aviation services through Raja Haji Fisabilillah Tanjung Pinang Airport exerts a substantial impact on both aero and non-aero revenues. The substantial passenger volume indicates a robust demand for air transport services to and from the airport. The average number of passengers per aircraft has an impact on aero revenue, as it serves as a measure of the aircraft's occupancy level throughout each flight. As the average number of passengers per aircraft increases, there is a corresponding increase in the potential revenue generated from aircraft landing and parking fees, as larger planes tend to incur more costs.

However, it is important to note that passenger numbers also have an impact on non-aero objectives, particularly in relation to the money generated from terminal facilities. The presence of a large number of passengers leads to an increased need for various services and amenities within the terminal, including retail establishments, dining accommodations, and rental services. This can enhance the revenue generated by terminal facilities, as a greater number of passengers are expected to utilise these facilities during their wait for departure or arrival. In addition to this, the assessment of airport terminal capacity utilisation is a crucial element in maximising revenue generated from terminal facilities. A favourable correlation exists between the level of terminal capacity utilisation and the efficiency of terminal facilities and infrastructure use, hence potentially enhancing income generation from the facility.

In non-aero domains, the impact of passenger volume can also be observed in the money generated from rental services at the airport. Elevated passenger volumes contribute to a surge in the demand for various services provided at airports, including but not limited to automobile rentals, luggage delivery services, and other related amenities. This presents potential avenues for airports to generate supplementary income by means of leasing fees or commissions derived from service providers. In addition to this, a substantial influx of passengers might also lead to an augmentation in money generated from advertisement boards at the airport. Due to the high volume of travellers, billboards at airports serve as a highly efficient platform for reaching a broad audience, so enticing more advertisers and earning increased advertising income.

The complex and linked nature of the influence of flight and passenger numbers on aero and non-aero aims at Raja Haji Fisabilillah Tanjung Pinang Airport is evident. The substantial volume of flights and passengers has a significant influence on both aero revenues, which mostly stem from aircraft landing and parking fees, and non-aero revenues, which encompass terminal amenities, rental services, and billboard revenues. Consequently, airport management must diligently oversee and control all operational facets pertaining to the quantity of planes and passengers in order to attain revenue objectives and enhance overall airport performance.

The number of flights and passengers influences the aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport, this is in line with previous research conducted by: (N. A. Sari et al., 2018), (Putra et al., 2020), (Waris et al., 2018), (Susanto & Jumawan, 2022).

## **2. The Influence of Promotion and Marketing on Aero and Non-Aero Targets at Raja Haji Fisabilillah Tanjung Pinang Airport**

The impact of airport promotions and marketing on the aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport is substantial. This influence encompasses various factors such as the evaluation of the airport's reputation and image, the extent of participation in promotional events, the level of brand awareness, and the reach of the campaign or promotion. Assessing the reputation and image of an airport holds significant significance in terms of garnering the attention of airlines and retail tenants, while also enhancing customer confidence. The establishment of a robust airport image and a favourable reputation has the potential to enhance the perceived worth of the airport among airlines and retail firms, thus augmenting the probability of their collaboration with the airport. This can significantly enhance airport income, encompassing airport landing and parking fees, as well as terminal facility revenues.

Moreover, the extent of engagement in promotional events serves as an indicator of the degree of participation and endorsement from tenants and other relevant parties towards the airport's promotional and marketing endeavours. Engaging in promotional events, such as trade exhibitions or tourism festivals, can enhance an airport's prominence and captivate the attention of prospective

passengers and marketers. This has the potential to enhance revenue generation from airport billboards, while also generating a higher demand for terminal facilities and rental services.

Furthermore, consumer perceptions and preferences for airports are influenced by the extent of brand knowledge and the reach of ads or promotions. Efficient promotional endeavours have the potential to enhance airport brand recognition and broaden the scope of the target audience, benefiting both passengers and advertisers. The potential for drawing potential consumer interest and raising airport income from various sources, such as aircraft landing and parking fees, terminal facilities, and rental services, is directly proportional to the extent of reach of a promotional campaign.

Regarding aviation goals, effective promotion and marketing strategies have the potential to enhance flight volume and passenger count by enticing airlines to establish new routes or augment flying frequency. This measure is expected to yield favourable outcomes in terms of airport income derived from aircraft landing and parking fees, as well as enhance the overall functionality of terminal facilities. Conversely, in non-aero sectors, the implementation of successful promotional strategies has the potential to enhance income generation from terminal facilities through the augmentation of foot traffic to retail establishments, dining establishments, and other amenities inside the airport premises. Effective promotions have the potential to enhance revenue generated from rental services as well as money generated from billboards located at airports.

Therefore, the development of efficient promotional and marketing strategies is crucial for airport management in order to enhance image, brand awareness, and engagement in promotional activities. To achieve aero and non-aero targets, airports can attract airlines, retail tenants, and potential advertisers by expanding promotional campaigns and improving their reputation. This will result in increased revenue from sources such as aircraft landing and parking fees, terminal facilities, rental services, and revenue from billboards.

Promotion and marketing influence aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport, this is in line with previous research conducted by: (Saputra et al., 2023), (Prihartono & Ali, 2020), (Salim et al., 2023), (Wang et al., 2024).

### **3. The Influence of Retail Availability on Aero and Non-Aero Targets at Raja Haji Fisabilillah Tanjung Pinang Airport**

The presence of retail establishments at Raja Haji Fisabilillah Tanjung Pinang Airport plays a crucial role in attaining both aero and non-aero objectives, encompassing income generated from aircraft landing and parking fees, terminal amenities, rental service revenue, and revenue generated from billboards. Retail space leasing income is a significant metric used to assess the retail success of airports. The revenue figure denotes the level of efficacy exhibited by airport management in terms of tenant attraction and the efficient utilisation of retail space within the terminal. As the retail space rental income increases, the airport's non-aero revenue also increases.

In addition, it is worth noting that shop occupancy rates play a significant role in determining both aero and non-aero targets for airports. High occupancy rates at airport retail establishments suggest a steady influx of visitors or customers, hence presenting an opportunity for enhanced income generation through the sale of items and services. Shops might potentially enhance their sales and contribute to airport earnings through the utilisation of terminal facilities and rental services, which are facilitated by the presence of active visitors. The examination of visitor traffic statistics also offers significant insights into the retail performance at airports. Airport management may enhance tourist engagement and boost sales by refining promotional and product placement plans based on an analysis of traffic patterns and visiting statistics. Increased foot traffic to retail



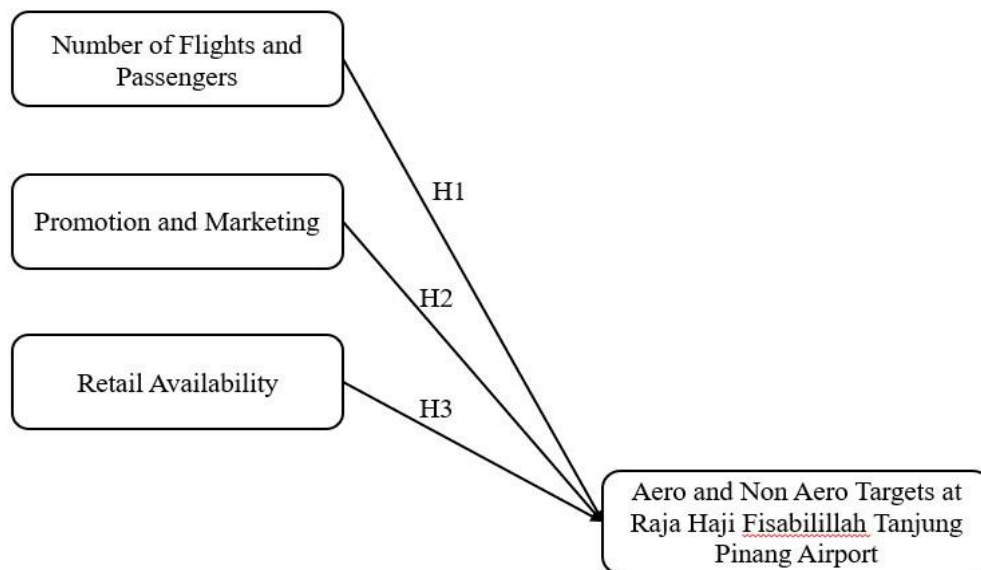
establishments has the potential to yield supplementary income for the airport, largely in the form of money generated from terminal facilities and leasing services.

Furthermore, it is crucial to conduct a customer retention analysis in order to gain insights into the efficacy of retail establishments in maintaining their current client base. The presence of high customer retention rates presents prospects for sustained revenue expansion, since customers who exhibit loyalty are more inclined to engage in repeat purchases and utilise the service on a regular basis. This phenomenon has the potential to yield favourable outcomes for airport revenues, namely in terms of generating income from terminal facilities and rental services. Hence, the presence of retail establishments at Raja Haji Fisabilillah Tanjung Pinang Airport exerts a substantial influence on the airport's aero and non-aero objectives. In assessing retail performance and comprehending its impact on airport revenue, key metrics include retail space rental income, store occupancy rates, tourist traffic analysis, and customer retention analysis. Through the surveillance and examination of these variables, airport administration may pinpoint prospects to enhance retail accessibility, augment income, and bolster the attainment of comprehensive aero and non-aero objectives.

Retail availability influences aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport, this is in line with previous research conducted by: (Ali & Mappesona, 2016), (Rarasati et al., 2016), (Naim, 2022), (Susanto, 2021).

### Conceptual Framework

The conceptual framework has been established in light of the research findings, previous investigations, and the aforementioned discourse:



**Figure 1. Conceptual Framework**

Based on Figure 1 above, the number of flights and passengers, promotion and marketing and retail availability influence the aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang airport. However, apart from the variables of the number of flights and passengers, promotion and marketing and retail availability which influence the aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang airport, there are other variables which influence them, including:

- 1) Airport Location: (Ayu et al., 2021), (Putri et al., 2015), (Hasibuan, 2016).
- 2) Flight Route: (FAUZI IRSYAD, 2023), (Subekti, 2017), (N. P. Sari & Alamsyah, 2018).

3) Airport Facilities: (Erlangga et al., 2016) and (Lubis & Bunahri, 2023).

## CONCLUSION

Drawing from the aforementioned problem formulation, results, and discussion, the following are the conclusions drawn from this research:

1. The number of flights and passengers influences the aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport.
2. Promotion and marketing have an influence on aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport.
3. Retail availability influences aero and non-aero targets at Raja Haji Fisabilillah Tanjung Pinang Airport.

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